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1. (amended) An integration method, comprising
integrating organization data from a variety of sources;
using said data to create a create a market value matrix package;
making the package available to other systems via an operating system.
2. (amended) The method of claim 1 that further comprises making different frames of
package information available to different users.
3. (amended) The method of claim 2 where the frames include one or more partner
frames, one or more vendor frames, one or more internal user frames and combinations
thereof.
4. (amended) The method of claim 1 that further comprises making the package
information available using an one or more operating system layers, one or more web
services or combinations thereof.
5. (amended) The method of claim 4 where the operating system is a web services
environment, network operating system, portal, hardware operating system or
middleware.
6. (amended) The method of claim 1 where the value matrix package contains the
market value matrix, efficient frontier, liquidity status, element statistics, supply chain
status, customer order status, development status and combinations thereof.
7. (amended) The method of claim 6 where the where one axis of the market value
matrix is defined by the segments of value present in the organization and the other axis
is defined by the elements of value, external factors and risks that are causal to
changes in organization financial performance.
8. (amended) The method of claim 7 where the segments of value are current operation,
real options, investments, derivatives, market sentiment and combinations thereof.

9. (amended) The method of claim 7 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.

10. (amended) The method of claim 7 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

11. (amended) The method of claim 7 where the risks are selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk and contingent liabilities.

12. (amended) The method of claim 1 where the variety of sources are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship

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management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems, user input, external databases, the Internet and combinations thereof.

13. (amended) The method of claim 1 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation or a value chain.

14. (amended) The method of claim 1 where authorized users that can not process the value matrix package information are provided with an applet to help them tag their data for system processing.

15. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform an organization optimization method, comprising:

mapping organization narrow systems to a common schema;
creating a market value matrix package using mapped system data; and
making the market value matrix package available for use in identifying changes that will optimize one or more aspects of organization performance.

16. (amended) The computer readable medium of claim 15 where the common schema includes a common metadata definition, data structure and data dictionary.

17. (amended) The computer readable medium of claim 16 where the data structure is the market value matrix for the organization where one axis of the market value matrix is defined by the segments of value present in the organization and the other axis is defined by the elements of value, external factors and risks that are causal to changes in organization financial performance.

18. (amended) The computer readable medium of claim 17 where the segments of value are current operation, real options, investments, derivatives, market sentiment and combinations thereof.

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19. (amended) The computer readable medium of claim 17 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.

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20. (amended) The computer readable medium of claim 17 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

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21. (new) The computer readable medium of claim 17 where the risks are selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk and contingent liabilities.

22. (new) The computer readable medium of claim 16 where the data dictionary defines account numbers, components of value, currencies, derived data types, elements of value, external factors, risks, segments of value, units of measure and time periods.

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23. (new) The computer readable medium of claim 15 wherein the narrow systems are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems,

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inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

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24. (new) The computer readable medium of claim 15 where the data includes historical data, forecast data and combinations thereof.

25. (new) The computer readable medium of claim 15 where the data includes transaction data, descriptive data, geospatial data, text data, linkage data, derived data and combinations thereof.

26. (new) The computer readable medium of claim 15 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation or a value chain.

27. (new) The computer readable medium of claim 15 where the value matrix package contains the market value matrix, efficient frontier, liquidity status, element statistics, supply chain status, customer order status, development status and combinations thereof.

28. (new) The computer readable medium of claim 15 that further comprises making all or part of the package information available using one or more operating system layers, one or more web services or combinations thereof.

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29. (new) The computer readable medium of claim 28 where the operating system is a web services environment, network operating system, portal, hardware operating system or middleware.

30. (new) The computer readable medium of claim 15 where the aspects of financial performance are revenue, expense, capital change, current operation value, real option value, derivative value, investment value, market sentiment value, risk, market value or combinations thereof.

31. (new). A business context layer for a web services environment, network operating system, portal, hardware operating system or middleware application.

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